

Great American Media Democratic Congressional Cpgn Comm/ Issue
 1010 Wisconsin Avenue NW Submission Number 261 Issue 2
 Washington DC 20007

NBC 17
 accurate, balanced, to the point



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Democratic Congressional Cpgn Comm/ Issue	Submission Cost:	17240	Campaign Ref:	E:120829038
Buyer:	..	Client/Product/Estimate:	11 / 14 / 1474	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/08/12	Weeks:	2	Order Ref:	06300769
Est./PO Number:	06300769	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Dccc	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Ct
2	M-F 4p Ellen .TWTF..	03	250	30 Comme	Nbr of Spots	2	2	
3	M-F 5p Judge Judy .TWTF..	03	250	30 Comme	Nbr of Spots	2	2	
4	M-F 530p Judge Judy .TWTF..	03	250	30 Comme	Nbr of Spots	2	2	
5	M-F 6p News .TWTF..	03	305	30 Comme	Nbr of Spots	2	2	
6	M-F 6a News .TWTF..	03	350	30 Comme	Nbr of Spots	2	2	
7	M-F 7a Today Show .TWTF..	03	650	30 Comme	Nbr of Spots	2	2	
8	M-F 730p Extra .TWTF..	03	275	30 Comme	Nbr of Spots	2	2	
9	Sun 815p ET / 715p CT NBC Sunday Night FootballS	03	11000	30 Comme	Nbr of Spots	1	1	
10	M-Su 11p News .TWTFSS	03	615	30 Comme	Nbr of Spots	2	2	
Weekly Totals: Total Spots(Ord Spots)					19		19	

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Client: Democratic Congressional Cpgn Comm/ Issue	Submission Cost: 17240	Campaign Ref: E:120829038
Buyer: ..	Client/Product/Estimate: 11 / 14 / 474	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/08/12	Weeks: 2	Order Ref: 06300769
Est./PO Number: 06300769	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Ci
11	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	175	30 Comme	2		2	
Weekly Totals: Total Spots(Ord Spots)					19		19	

Grand Totals

		Month 10 Weeks: 4	
		10/01	10/08
Totals		19	
Spots		19	
Cost		17240	

Grand Totals:

Spots:	19
Gross Total:	17,240.00
Commission:	2,586.00
Net Total:	14,654.00

REP HEADLINE# 6300769
\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP28/12 19.20
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/DCCC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	GREAT AMERICAN MEDIA	BUYER NAME	MIKE FURMAN	
		3050 K ST NW,	SALES PRSN	WA- MICK NESCI (H)	
		WASHINGTON, DC 20007			
ORDER #	CONTRACT #	6300769	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	DCCC	EST#1474	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT2/12	OCT8/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP28/12	19.20

REP: REVISED ORDER
ZEROED LN 1
ADDED LN 11
NEW TTL 17420
PLS CFM
THANKS, MIKE FOR MICK

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:
M1 OK'D BUY#1 MISSED: TU-F/1135P-1235A OCT2(2/WK) 30S \$170.00 (SEP28/12)
OFFER: TU-F/1135P-1235A OCT2(2/WK) 30S \$175.00 PLS ADVISE.
CMT: RATE REVISION PER STEVE

CONTRACT TOTAL 17240.00
TOTAL SPOTS 19

REP HEADLINE# 6300769
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP28/12 19.03
CHANGES ** WNCN-TV ***

ADV # ADV. NAME ISS/DCCC

AGY # AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME MIKE FURMAN

SALES PRSN WA- MICK NESCI (H)

ORDER #

CONTRACT # 6300769

CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC

EST#1474 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX

STATE TAX

CO-OP BILLING NEEDED

DATE SEP28/12 19.03

REP: REVISED ORDER

ZEROED LN 1

ADDED LN 11

NEW TTL 17420

PLS CFM

THANKS, MIKE FOR MICK

STA: ***PLS SEE M1 RATE REVISION PER STEVE W/O 10/1***

PLS REVISE ASAP

THX, CHERYL 9/28

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 14
AGENCY EST# = 1474

1	S		1135P-1235A	30		\$170.00	10/2	10/5	0		TU-F	0
---	---	--	-------------	----	--	----------	------	------	---	--	------	---

PROGRAM : TONIGHT SHOW
CON COM1 : TONIGHT SHOW

REP HEADLINE# 6300769 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! SEP28/12 19.03
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WNCN-TV ***
 CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

11	A		1135P-1235A	30		\$175.00	10/2	10/5	2		TU-F	2
PROGRAM : TONIGHT SHOW ORD COM1 : RATE REVISION PER STEVE THIS IS A MAKE-GOOD FOR OCT2 ON LINE-1 FOR 2 SPOTS/WK STATION MAKEGOOD OFFERS: M1 OK'D BUY#1 MISSED: TU-F/1135P-1235A OCT2(2/WK) 30S \$170.00 (SEP28/12) OFFER: TU-F/1135P-1235A OCT2(2/WK) 30S \$175.00 PLS ADVISE. CMT: RATE REVISION PER STEVE												

OCT/12 17240.00 CONTRACT TOTAL 17240.00
 TOTAL SPOTS 19

MARKET TOTALS \$172,300 WNCN 10% WRAL 43% WTVB 35% WRDZ 10% WRDC 0% WLFL 2% CABL 0%
 ESTIMATED SHARES

SVC- NSI BOOKS- NOV/11 NOV/PJ
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6300769
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG29/12 12.55
*** WNCN-TV ***

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW, SALES PRSN WA- MICK NESCI (H)
WASHINGTON, DC 20007

ORDER # CONTRACT # 6300769 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1474 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG29/12 12.55

REP: NEW ORDER
TTL 17230 @ 19X
PLS CFM
THANKS, MIKE FOR MICK

ECIV
CFIV

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1235A	30		\$170.00	10/2	10/5	2		TU-F	2
AGENCY ADVERTISER CODE = 11												
AGENCY PRODUCT CODE = 14												
AGENCY EST# = 1474												
PROGRAM : TONIGHT SHOW												
CON COM1 : TONIGHT SHOW												
2			400P-500P	30		\$250.00	10/2	10/5	2		TU-F	2
PROGRAM : ELLEN												
CON COM1 : ELLEN												
3			500P-530P	30		\$250.00	10/2	10/5	2		TU-F	2
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												

MW

8/29

REP HEADLINE# 6300769
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG29/12 12.55
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P	30		\$250.00	10/2	10/5	2		TU-F	2
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												
5			600P-630P	30		\$305.00	10/2	10/5	2		TU-F	2
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1 : NBC 17 NEWS AT 6P												
6			600A-700A	30		\$350.00	10/2	10/5	2		TU-F	2
PROGRAM : NBC 17 TODAY AT 6A												
CON COM1 : NBC 17 TODAY AT 6A												
7			700A-900A	30		\$650.00	10/2	10/5	2		TU-F	2
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
8			730P-800P	30		\$275.00	10/2	10/5	2		TU-F	2
PROGRAM : EXTRA												
CON COM1 : EXTRA												
9			815P-1130P	30		11000.00	10/7	10/7	1		SUN	1
PROGRAM : SUNDAY NIGHT FOOTBALL												
CON COM1 : SUNDAY NIGHT FOOTBALL												
10			1100P-1135P	30		\$615.00	10/2	10/7	2		TU-SU	2
PROGRAM : NBC 17 NEWS AT 11												
CON COM1 : NBC 17 NEWS AT 11												
OCT/12			17230.00									
CONTRACT TOTAL												17230.00
TOTAL SPOTS												19

MARKET TOTALS \$172,300 WNCN 10% WRAL 43% WTVB 35% WRAZ 10% WRDC 0% WLFL 2% CABL 0%

ESTIMATED SHARES

SVC- NSI BOOKS- NOV/11 NOV/PJ

DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Sarah Verene
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: Democratic Congressional Campaign Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Democratic Congressional Campaign Committee
430 South Capitol St.
Washington, DC 20003

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Kristie Mark, Chief Operating Officer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/18/11 [Signature] 202-338-8700
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.